



DISCOVER CRYSTAL RIVER  
**Conservation Campaign:  
Zoo Activations**

# Zoo Activations Overview

Partner with zoos around the country to increase awareness of manatee conservation.

- Locations In-Market: ZooTampa confirmed  
Out of Market: Cincinnati Zoo confirmed
- In-person team to engage zoo visitors:
  - Manatee mascot and spokesperson
  - New AR portal launch at events
  - DCR provided promotional giveaways & literature
  - Enter to Win - Trip to Swim with the Manatees
- Digital/print media to support activations
  - Co-branded Facebook Click to Site & Remarketing, Google Discovery ads, Google Display ads
- Geofence and retarget to zoo visitors where manatees are kept in captivity
- Execute complimentary PR efforts with Hayworth



# Zoo Activation: Cincinnati Zoo



- Highlights:
  - Month long A.D.O.P.T. a Manatee Certificate program
  - Register to win an Eco-Friendly Trip to Swim with the Manatees in Crystal River Florida
  - 2 day on-site activation at CZBG
  - Weekly social media messages about Manatee conservation
- Digital Promotion of Manatee Awareness Month:
  - Facebook (4 million followers)
    - 3 FB Posts/Stories & 1 FB live
  - Instagram (640k followers)
    - 4 Posts/Stories
  - Twitter (250k followers)
    - 4 Tweets
  - Two Z-Mails (62,000 addresses)
- On-Site Activation Elements:
  - Saturday -Sunday; 10'x10' booth in main entrance of Cincinnati Zoo with two 6' tables, chairs
  - Signage at Zoo entrance and at Manatee Springs
  - Keeper Chats at Manatee Springs
  - Augmented Reality Portal
  - Manny the Manatee appearance



**Budget: \$50,000**



# Zoo Activation: ZooTampa



- Exposure/Visibility:
  - 10' x 20' activation footprint near Manatee Overlook promoting Discover Crystal River
  - Proposed activation timeframe: 10am-2pm each day (Friday-Sunday/mutually agreed-upon dates)
  - Ability to display banners/signage within activation footprint, along with right to conduct data capture & execute sweepstakes
  - Right to provide giveaway to ZooTampa members & guests on designated date(s)
  - ZooTampa to provide Manny-T (costume character) for appearances at Discover Crystal River each day of planned activation
- Media Activation:
  - Content inclusion in one (1) ZooTampa e-newsletter promoting activation, sweepstakes, etc.
  - Content inclusion in one (1) Social Post promoting activation, sweepstakes, etc.
  - Sweepstakes promotion via content inclusion on in-park monitors for 2-week campaign leading into activation timeframe (rotating placement)
  - Partnership Announcement posted on ZooTampa LinkedIn
- Tickets/Hospitality:
  - 20 tickets to ZooTampa for discretionary use by Discover Crystal River
  - Preferred access to special events hosted by ZooTampa at Lowry Park Intellectual Property
  - Rights to use IP (ZooTampa at Lowry Park Logos) and photography in reasonable forms of advertising and marketing with prior approval

**Budget: \$50,000**



# Zoo Activation: Media Plans

Before, during and after each activation will be strategically targeted media to promote the activation and after the activation in the select markets to promote travel to Discover Crystal River.

- Meta
  - Prospecting campaigns on both Facebook and Instagram to promote the activation to drive awareness.
  - Remarketing to visitors of conservation pages, and all activity while at the activation to promote travel to Discover Crystal River.
  - Utilization of AR video assets to promote unique experiences at the activation and after activations.
- Google Display & Responsive Display
  - Remarketing to visitors of conservation pages, and all activity while at the activation to promote travel to Discover Crystal River.
- Mobile Location Media
  - Targeting previous visitors to activation locations to promote the event.
  - Capturing attendee's to activation location and remarketing to those attendee's to promote travel to Discover Crystal River
- PR
  - Press Releases
  - VIP Media Events
  - Key Interviews



# Zoo Activation: Media Calendar



## ACTIVATION MEDIA PLAN

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	8-Week
Activation									
<a href="#">Meta Ads Prospecting (CPC)</a>	\$625.00	\$625.00	\$625.00	\$625.00	\$625.00	\$625.00	\$625.00	\$625.00	\$5,000.10
<a href="#">Meta Ads Remarketing (CPC)</a>					\$750.00	\$750.00	\$750.00	\$750.00	\$3,000.00
<a href="#">Google Ads Site Remarketing + Responsive Banners (CPM)</a>					\$750.00	\$750.00	\$750.00	\$750.00	\$3,000.00
<a href="#">Near Standard Banners (CPM)</a>	\$718.75	\$718.75	\$718.75	\$718.75	\$718.75	\$718.75	\$718.75	\$718.75	\$5,750.00
<a href="#">Near Interstitial Banners (CPM)</a>	\$718.75	\$718.75	\$718.75	\$718.75	\$718.75	\$718.75	\$718.75	\$718.75	\$5,750.00
<a href="#">VIP Event and Promotions</a>						\$2,500.00			\$2,500.00
	\$2,062.50	\$2,062.50	\$2,062.50	\$2,062.50	\$3,562.50	\$6,062.50	\$3,562.50	\$3,562.50	\$25,000



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# Special Funding Request

- **Cincinnati Zoo Activation: \$50,000**
- **Zoo Tampa Activation: \$50,000**
  
- **Total Request: \$100,000**



A diver in a black wetsuit and mask swims alongside a large manatee in clear blue water. The manatee is the central focus, looking towards the camera. The diver is positioned to the left, looking towards the manatee. The background shows a sandy riverbed and some rocks.

Thank You

DISCOVER  
CRYSTAL  RIVER  
FLORIDA